



## EMPLOYMENT OPPORTUNITY

# Public Information Officer (Police Department)

Recruitment Number: 04-193

Salary: \$5,339.58 – \$6,490.29/Monthly

Filing Deadline: 5 PM, WEDNESDAY, JUNE 30, 2004

### SUPPLEMENTAL QUESTIONNAIRE REQUIRED

#### POSITION SUMMARY

The Public Information Officer will plan, direct, organize and manage a public information and public relations program for the Police Department; coordinate and prepare the dissemination of information to city departments, public, and the media regarding law enforcement events, programs, and services; serve as the department's spokesperson; and provide highly responsible support to the Chief of Police.

#### ESSENTIAL FUNCTIONS

(Functions may include, but are not limited to, the following): Coordinate and manage the daily operations of the police department's media and public relations activities; respond to requests for information, interviews, and statements; formulate and implement procedures, standards, and guidelines for collection, review, and presentation of information for internal and external communication; develop and implement a public information program for the police department to facilitate the flow of information and enhance the public's understanding of the department's services; coordinate methods for communicating information to the public by the use of brochures, news releases, presentations, photos, fact sheets and other media formats; prepare and coordinate the dissemination of press releases regarding police events, programs, and community efforts; schedule press conferences, news releases and public service announcements; plan, coordinate, direct, script, and publicize departmental events; meet with operations and investigative personnel, and other staff, to remain updated on pertinent information that may have media interest; provide training to staff regarding communication practices; prepare a Police Department newsletter; participate in the selection of Spanish speaking Public Information Officer associates; provide and/or coordinate training in the proper delivery of information to the City's Spanish speaking community; assist with the writing, and direct the design and production, of the departmental annual report and departmental brochures and pamphlets; represent the department to Council, community associations, boards, and outside agencies or organizations; participate in outside community and professional groups and committees; build and maintain positive and diplomatic working relationships with the various media outlets, co-workers, other employees, and the public using principles of good customer service; work holidays, weekends, and extended hours as needed; respond on call as needed; and perform other related duties as assigned.

#### MINIMUM QUALIFICATIONS

**Education, Training and Experience:** Any combination of experience and training equivalent to a bachelor's degree from an accredited college or university with a major in Journalism, Public Relations, Communications, Marketing, or closely related field and at least three years of increasingly responsible experience as a law enforcement public information officer, an on-air reporter in a commercial media outlet, or a reporter in print media in a large agency, broadcast company or other communications organization. The ability to present effectively on-camera is highly desirable. Must possess a valid California Driver's License at time of appointment. Bilingual ability in English/Spanish is highly desirable.

**Knowledge, Skills and Abilities:** Knowledge of: Methods and techniques of journalistic writing and reporting; principles and practices of public information and marketing programs; principles and practices of preparing, producing, and disseminating public information; news media sources and resources; techniques in planning press conferences and media news releases; protocols and practices of public relations; computer equipment and software applications related to assignment. Ability to: write effective, high quality, and informative public information copy for a wide variety of uses such as press releases, news stories, public interest stories, newsletters, and pamphlets; plan, direct, organize, and coordinate the police department's media and public relations activities; provide communication to the public on departmental functions and issues; prepare and present oral and written press releases to diverse audiences and effectively represent the City and the department; make public presentations to the media on-camera and on-radio; analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals with established guidelines; communicate effectively, both orally and in writing; establish and maintain cordial and effective working relationships with those contacted in the course of work; work with various cultural and ethnic groups in a cordial and effective manner; maintain confidential information learned through the normal course of work.

#### PHYSICAL DEMANDS

Must possess sufficient strength and stamina to respond to locations of police action in locations that may require walking over difficult terrain or walking distance. On a continuous basis, sit at desk for long periods of time, intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulations; use telephone, two-way radio, and write or use a keyboard to communicate through written means; and lift or carry weight of 10 pounds or less. See in the normal vision range with or without correction to read typical business documents, computer screens, and other documents; hear in the normal range with or without correction.

#### APPLICATION PROCESS

Candidates whose applications indicate education and experience most directly related to the position will be invited to participate in the selection process. All notifications will be sent via standard US mail.

---

*The City contributes 8% to the Public Employees Retirement System (PERS) for the employee.*

---

Human Resources • City of Chula Vista • 276 Fourth Avenue • Chula Vista, CA 91910 • (619) 691-5096  
Hours: 8 AM – 5 PM Monday - Friday • [www.chulavistaca.gov](http://www.chulavistaca.gov) • **Job Hotline: (619) 691-5095**

Assigned Staff: Rosa McAlister, (619) 409-5926, [rmcalister@ci.chula-vista.ca.us](mailto:rmcalister@ci.chula-vista.ca.us), Published 06/17/2004  
**An Equal Opportunity Employer**



Name\_\_\_\_\_

Social Security Number\_\_\_\_\_

**PUBLIC INFORMATION OFFICER  
(Police Department)  
Supplemental Application Form  
Recruitment No. 04-193**

**READ THESE INSTRUCTIONS CAREFULLY:** This questionnaire ***IS NOT*** a substitute for the official City application. You must complete both forms completely. The information you present in your employment application and supplemental questionnaire will be used in assessing your qualifications for this position. Make sure each additional sheet you attach includes your name and social security number in the upper right hand corner of the page. Failure to complete both forms will result in immediate disqualification from the recruitment process. Applications will not be accepted without this questionnaire.

**1. MINIMUM QUALIFICATIONS:** You must respond **YES** to questions A & B below to be eligible to apply for this position.

- A. Do you have a bachelor's degree or equivalent from an accredited college/university with a major in Journalism, Public Relations, Communications, Marketing or a related field?  
\_\_\_\_\_Yes \_\_\_\_\_No

If yes, degree held in\_\_\_\_\_

- B. Do you have at least three years experience working as law enforcement public information officer, on-air reporter in commercial media outlet, or as a reporter in print media in a large agency, broadcast company or other communications organizations?  
\_\_\_\_\_Yes \_\_\_\_\_No

If yes, please describe your experience:\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- If yes, please describe your experience in detail including examples of events, programs, or services you coordinated. **(You may attach additional sheets if needed):**

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

- | Professional Activities  | Experience With?<br>(✓) |    | Frequency<br>Routinely,<br>Intermittently,<br>Rarely | Length of<br>experience |
|--|-------------------------|----|--|-------------------------|
|  | YES                     | NO |  |                         |
| Plan, coordinate, direct, script, and publicize departmental events. |                         |    |  |                         |
| Prepare employer/department newsletter                               |                         |    |  |                         |
| Provide training regarding communication practices.                  |                         |    |  |                         |

4. Please respond to the following questions in narrative form, providing detail and examples. **TYPE or PRINT your responses separately on additional sheets and attach to this questionnaire.** Your answers should be clear, concise and complete. Grammar, clarity of expression and legibility will be considered in the evaluation process.
- a) Please describe your experience working during an emergency or catastrophic event.
  - b) Please describe your knowledge and experience developing and implementing public information procedures, standards, or guidelines.
  - c) Please describe your experience working with, or in a public agency or municipality.
  - d) Please describe your experience making on camera oral presentations.
  - e) Please describe your experience working in a bilingual-bicultural community.

***I swear or affirm that the information presented above is true and correct to the best of my knowledge. I understand that misleading or false information may result in my disqualification from the recruitment process and/or removal from the eligibility list.***

---

Print Name

---

Signature